

DEC 09 2005

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To:

NAME:	FACSIMILE:	TELEPHONE:
Centralized Facsimile Center US Patent and Trademark Office	571-273-8300	

FROM: THOMAS E. CIOTTI

DATE: DECEMBER 9, 2005

Number of pages with cover page:	7	Originals Will Not Follow
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Comments:

Atty Docket No: 57896-20001.22
Application No: 10/646,066
Filed Date: August 21, 2003
Inventors: Elliot A. GOTTFURCHT.
Art Unit: 2174

Examiner: R. Pitaro

Title: METHOD TO GENERATE ADVERTISING REVENUE BASED ON TIME
AND LOCATION

Enclosed are the following documents:

1. Transmittal - 1 page
2. Request for Withdrawal as Attorney or Agent and Change of Correspondence Address (in triplicate) - 3 pages
3. Copy of Request to Transfer - 2 pages

IF YOU DO NOT RECEIVE ALL OF THE PAGES, PLEASE CALL
LINDSAY SEYDEL AT (650) 813-5827 AS SOON AS POSSIBLE.

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PTO/SB/21 (09-04)

Approved for use through 07/31/2006. OMN 0651-0031

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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TRANSMITTAL FORM <small>(to be used for all correspondence after initial filing)</small>	Application Number	10/646,066	
	Filing Date	August 21, 2003	
	First Named Inventor	Elliot A. GOTTFURCHT	
	Art Unit	2174	
	Examiner Name	R. Pitaro	
Total Number of Pages in This Submission	6	Attorney Docket Number	578962000122

ENCLOSURES (Check all that apply)		
<input type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input type="checkbox"/> Amendment/Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Reply to Missing Parts/ Incomplete Application <input type="checkbox"/> Reply to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____ <input type="checkbox"/> Landscape Table on CD	<input type="checkbox"/> After Allowance Communication to TC <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input checked="" type="checkbox"/> Other Enclosure(s) (please identify below). 1. Request for Withdrawal as Attorney or Agent and Change of Correspondence Address (in triplicate) - 3 pages 2. Copy of Request to Transfer - 2 pages
Remarks		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT			
Firm Name	MORRISON & FOERSTER LLP		
Signature	<i>Thomas E. Ciotti</i>		
Printed name	Thomas E. Ciotti		
Date	December 9, 2005	Reg. No.	21,013

I hereby certify that this correspondence is being deposited with the U.S. Postal Service with sufficient postage as First Class Mail, in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on the date shown below.	
Dated, December 9, 2005	Signature: <i>Lindsay Seydell</i> (Lindsay Seydell)

pa-1031640

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PTO/SD/83 (04-05)

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REQUEST FOR WITHDRAWAL AS ATTORNEY OR AGENT AND CHANGE OF CORRESPONDENCE ADDRESS	Application Number	10/646,066
	Filing Date	August 21, 2003
	First Named Inventor	Elliot A. GOTTFURCHT
	Art Unit	2174
	Examiner Name	R. Pitaro
	Attorney Docket Number	578962000122

To: Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Please withdraw me as attorney or agent for the above identified patent application, and

- ☒ all the attorneys/agents of record.
☐ the attorneys/agents (with registration numbers) listed on the attached paper(s), or
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NOTE: This box can only be checked when the power of attorney of record in the application is to all the practitioners associated with a customer number.

The reasons for this request are:

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<input checked="" type="checkbox"/> Firm or Individual Name	Steptoe & Johnson LLP c/o Scott W. Doyle, Esq.		
Address	1330 Connecticut Avenue, NW		
City	Washington	State	DC
Country	U.S.A.		
Telephone	(202) 429-6227	Email	sdoyle@steptoe.com
Signature	<i>Thomas E. Ciotti</i>		
Name	Thomas E. Ciotti	Registration No.	21,013
Date	December 9, 2005	Telephone No.	(650) 813-5702

NOTE: Withdrawal is effective when approved rather than when received. Unless there are at least 30 days between approval of withdrawal and the expiration date of a time period for response or possible extension period, the request to withdraw is normally disapproved.

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Dated: December 9, 2005

Signature *Lindsay Seydel* (Lindsay Seydel)

pa-1031638

PTO/SB/83 (04-05)

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REQUEST FOR WITHDRAWAL AS ATTORNEY OR AGENT AND CHANGE OF CORRESPONDENCE ADDRESS	Application Number	10/646,056
	Filing Date	August 21, 2003
	First Named Inventor	Elliot A. GOTTFURCHT
	Art Unit	2174
	Examiner Name	R. Pitaro
	Attorney Docket Number	578962000122

To: Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Please withdraw me as attorney or agent for the above identified patent application, and

- ☒ all the attorneys/agents of record.
☐ the attorneys/agents (with registration numbers) listed on the attached paper(s), or
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OR

<input checked="" type="checkbox"/> Firm or Individual Name	Steptoe & Johnson LLP c/o Scott W. Doyle, Esq.		
Address 1330 Connecticut Avenue, NW			
City	Washington	State	DC
Zip	20036		
Country	U.S.A.		
Telephone	(202) 429-6227	Email	sdoyle@steptoe.com
Signature	<i>Thomas E. Ciotti</i>		
Name	Thomas E. Ciotti	Registration No.	21,013
Date	December 9, 2005	Telephone No.	(650) 813-5702

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Dated: December 9, 2005

Signature: *Lindsay Seydel* (Lindsay Seydel)

pa-1031638

PTO/SB/03 (04-05)

Approved for use through 11/30/2005, OMB 0851-0035

U.S. Patent and Trademark Office, U.S. DEPARTMENT OF COMMERCE

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REQUEST FOR WITHDRAWAL AS ATTORNEY OR AGENT AND CHANGE OF CORRESPONDENCE ADDRESS	Application Number	10/646,066
	Filing Date	August 21, 2003
	First Named Inventor	Elliot A. GOTTFURCHT
	Art Unit	2174
	Examiner Name	R. Pitaro
	Attorney Docket Number	578962000122

To: Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

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- ☒ all the attorneys/agents of record.
☐ the attorneys/agents (with registration numbers) listed on the attached paper(s), or
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<input checked="" type="checkbox"/> Firm or Individual Name	Steptoe & Johnson LLP c/o Scott W. Doyle, Esq.				
Address	1330 Connecticut Avenue, NW				
City	Washington	State	DC	Zip	20036
Country	U.S.A.				
Telephone	(202) 429-6227		Email	sdoyle@steptoe.com	
Signature	<i>Thomas E. Ciotti</i>				
Name	Thomas E. Ciotti			Registration No.	21,013
Date	December 9, 2005			Telephone No.	(650) 813-5702

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Dated: December 9, 2005

Signature: *Lindsay Soydel*

(Lindsay Soydel)

pa-1031638

Elliot Gottfurcht
Direct Dial: 310-395-755
Direct Fax: 310-230-880
elhot@malltv.com

November 29, 2005

VIA FACSIMILE

Mr. Barry Bretschneider, Esq.
Morrison & Foerster LLP
1650 Tysons Boulevard, Suite 300
McLean, Virginia 22102

Re: MallTV Patent Prosecution Matters & Related Files

Dear Barry:

Thank you and your colleagues for your service in protecting the intellectual property of MallTV. However, after careful consideration, I have decided to relocate patent prosecution matters for MallTV to other counsel.

For all patent prosecution matters related to MallTV retained in any MoFo office or otherwise under your control, please transfer all files to:

Steptoe & Johnson LLP
1330 Connecticut Avenue
c/o Scott W. Doyle, Esq.
Phone: (202) 429-6227
Fax: (202) 429-3902
Email: sdoyle@steptoe.com

Specifically, we would like the file transfer to include the following items:

- All patent files and other property of MallTV, Inc., including without limitation all patent application files, attorney work files, collections of prior art, correspondence files and other patent prosecution related files and materials;
- Soft copies on CD ROM of all patent applications and other patent prosecution related documents that are electronically stored on MoFo's computer system;
- An Excel file from your docketing system preferably in the format required by the electronic business center at the PTO;
- A printout of and electronic copy of at least a nine-month docket going forward for all patent prosecution matters; and
- An inventory of items transferred; and
- Any second reminder system to the docket, to the extent it may exist.

Please forward to me the following items:

November 29, 2005

- 2 -

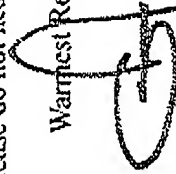
- All previously unmailed client correspondence;
- An inventory of all files sent to Steptoe & Johnson;
- A copy on CD Rom of all email message files of MallTV that have been maintained by attorneys and employees of Morrison & Foerster.

Please immediately transfer the requested materials as there are many issues pending and under consideration. Please check your docket and advise me of any matters due within the next month so that we can discuss whether it may make sense for MoFo to complete required filings for matters requiring near-term responses.

Thank you again for your assistance in protecting our intellectual property. When the materials are ready, please call Rick Barfield at (202) 429-8145 to arrange for delivery. We will be pleased to consider using the attorneys of Morrison & Foerster for legal matters in the future should our needs change.

Should you have any questions, please do not hesitate to contact me.

Warmest Regards,



Elliot Gottfurcht

Cc: Lynn Laevk